

X 10/9/50

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 9, 1950</u>			
Now Going On	RESORT AND HOLIDAY SHOWINGS Informal continuous daily showings of Resort and Holiday collection by Harriette Harra. Publicity: Adele Strassfield, LA. 4-5538.	HARRIETTE HARRA, INC.	225 WEST 36TH STREET SHOWROOM-7TH FLOOR
Monday Oct. 9 10:00 A.M. Breakfast	PREVIEW OF RESORT SPORTSWEAR LINE Serbin will present Resort and Spring sportswear, designed by Claire Smith. By invitation only. Trade showing, <u>Tuesday, Oct. 10 at 3:30 P.M.</u> Daily showings thereafter. Contact: Muriel Ryan, BR. 9-9568.	SERBIN, INC.	1384 BROADWAY SHOWROOM-20TH FLOOR
Beginning Monday Oct. 9 12:30 P.M.	OPENING OF RESORT COLLECTION Carolyn Schmurur's Resort collection will be presented at 12:30 P.M. (box luncheon) and 3:00 P.M. Contact: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Eve Tartar will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Tartar Contact: TR. 9-3355. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 2:30 P.M.	PRESS PREVIEW: SPRING AND RESORT COLLECTION Preview of Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Monday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: TWO RESORT COLLECTIONS Fashion show and cocktail party for the press to inaugurate Frances Sider's new showroom. Presentation of two new Resort collections of "Seasiders"; and introduction of the "Body", a new foundation. Attendance by invitation only. Daily trade showings at 10:30 A.M. and 2:30 P.M. beginning <u>Tuesday, Oct. 10</u> . Publicity: Viola Shefer, PL. 3-3173.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Monday Oct. 9 7:30 P.M.- 9:30 P.M.	THIRD SESSION OF FASHION TRAINING COURSE Subject: "Designing"-Ready-to-wear; using museum resources. Speakers: Netye Carson-Pat Hartley Casuals; Bonnie Cashin-Adler & Adler; Polaire Weissman-Costume Institute, Metropolitan Museum. Fee per lecture: \$2.00. Contact: Fashion Group, Inc. CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday Oct. 9	ANNUAL SURVEY OF ADVERTISING COURSE Fee for 24 Monday evening lectures: \$15.00. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA ASTOR GALLERY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 9	OPENING OF HOLIDAY AND RESORT LINE McKetrick-Williams will present their Holiday and Resort collection at continuous daily showings. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	1350 BROADWAY SHOWROOM-2ND FLOOR

OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, OCT. 9</u>			
Sport-Craft, Inc.	2:30 P.M. on Oct. 9550 7th, LA.	4-9724.
	Thereafter, at 10:30 A.M. and 2:30 P.M.		
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily.498 7th, PE.	6-0444.
<u>TUESDAY, OCT. 10</u>			
Adler & Adler, Inc.	10:30 A.M. daily.550 7th, CH.	4-6630.
Kane-Weill	10:30 A.M. and 2:30 P.M. daily.498 7th, LO.	5-3041.
<u>WEDNESDAY, OCT. 11</u>			
Davidow	10:30 A.M. daily.550 7th, PE.	6-6909.
David M. Goodstein	10:30 A.M. and 2:30 P.M. daily.550 7th, LA.	4-2577.
Mutual-Rosenbloom Co.	10:30 A.M. and 2:30 P.M. daily.498 7th, CH.	4-6221.
<u>THURSDAY, OCT. 12</u>			
Charles W. Nudelman	10:30 A.M. and 2:30 P.M. on Oct. 12 .	.550 7th, LA.	4-1254.
	Thereafter, at 10:30 A.M. daily		
Zoltan Rosenberg Co.	2:30 P.M. daily . <i>Ref. appointment</i>	.550 7th, LA.	4-6691.

Tuesday Oct. 10	PRESS PREVIEW OF RESORT COLLECTIONS	MARTINI DESIGNED; DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
10:30 A.M.; 12:00 Noon	Sylvan Rich will present his Resort collection for day and evening and a preview of early Spring fashions: Martini Designed at 10:30 A.M.; Diminutives at 12:00 Noon. Attendance by invitation only. Trade showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.		

Beginning Tuesday Oct. 10	OPENING OF RESORT & SPRING COLLECTIONS	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
11:00 A.M.; 2:00 P.M.	Henry Rosenfeld will present the Resort and early Spring collection of dresses and suits at 11:00 A.M. and 2:00 P.M. daily. Contact: Shirley Perces or Sally Sober, LO. 5-0400.		

Tuesday Oct. 10	FALL AND WINTER FASHION SHOW	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	Fall and Winter custom-order and ready-to-wear originals. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Jonai Contact: PL. 5-3500. Ritz Fashion Publ.: Marion Morrison, MU. 8-3000.		

Tuesday Oct. 10	PREVIEW: RESORT FASHIONS BY BRIGANCE	CHARLES W. NUDELMAN	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
2:30 P.M.	The Resort and Cruise collection of casual dresses and ensembles, playclothes and beachwear, designed by Brigance, will be presented to the press by Charles W. Nudelman, Inc. Attendance by invitation only. Trade showings <u>Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.</u> ; thereafter at 10:30 A.M. daily. Publicity: Gilbert Victor, LA. 4-1254.		

Wednesday Oct. 11	PRESS PREVIEW OF RESORT COLLECTION	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM-17TH FLOOR
9:30 A.M. Breakfast	Showing for the press of the Cabana Beachwear Resort collection of beachwear and playclothes, designed by Bernice Ulman. By invitation only. Daily trade showings at 11:30 A.M. (followed by luncheon) and 3:30 P.M. Publ.: Frances Healy, LO. 3-0776.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 11 11:30 A.M. Luncheon	OPENING OF RESORT AND SPRING COLLECTION Press and trade preview of Plattery Countrywear's Resort and Spring collection of sportswear and coordinated separates, designed by Greta Plattery. Attendance by invitation only. Continuous daily showings thereafter. Publicity: Sherry Royce, CH. 4-5030.	PLATTERY COUNTRYWEAR	110 WEST 40TH STREET SHOWROOM-9TH FLOOR
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON "Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, John Norman and Hannah Troy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalamandre. Table Settings by Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW "Little Dresses For A Big Evening"--Russeks' Fall evening fashions. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 11 2:15 P.M.	PRESS SHOWING OF RESORT COLLECTION Press preview of the Resort and Spring collection of rainwear, designed by Adele Lawrence, for Lawrence of London. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Wednesday Oct. 11 3:30 P.M. Cocktails	PRESS PREVIEW: 1951 SEAMOLDS SWIM SUITS Preview of 1951 collection of Seamolds, "the swimsuits with Foundation Fit". By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Wednesday Oct. 11 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating at 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.) Publicity: Isabelle Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Oct. 12 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOWING De Pinna will present Pierre Balmain's collection of fashions from Paris during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 12 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS Razook's will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Show Commentator, Razook's Publicity, and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RAZOOK'S INC. (HOTEL PLAZA)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 12 4:00 P.M.	RESORT AND HOLIDAY COLLECTION FOR PRESS Press preview of Sam Friedlander's Resort and Holiday collection. By invitation only. Daily trade showings, beginning <u>Friday, Oct. 13 through Oct. 20 at 4:00 P.M.</u> Publicity: Joanne Jaap, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Thursday Oct. 12 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Third Session: "Photography Workshop"--styling fashion photographs with practical examples in ready-to-wear and accessories. Specialists in the photography field will assist the students in styling pictures. Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Thursday Oct. 12 9:00 P.M. Supper	AMERICAN FASHION CRITICS' AWARD Coty will present the Eighth Annual American Fashion Critics' Award for excellence in the field of Fashion Design, at a fashion show and supper. Tickets: \$15.00, now available at American Fashion Critics' Award-Children's Memorial Cancer Fund Office, 730 Fifth Avenue. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Friday Oct. 13 10:00 A.M.- 4:00 P.M.	"WORLD OF SILK" EXHIBIT OF TEXTILES A survey of about 400 examples of silk makers' art. Press preview, Friday, Oct. 13. Members of the World Silk Congress and their guests will be invited to preview the exhibit on <u>Wed., Oct. 18, 5:00 P.M. to 7:00 P.M.</u> ; Members Private Preview on <u>Thurs., Oct. 19, 8:30 P.M. to 11:00 P.M.</u> Open to public, <u>Fri., Oct. 20 through Dec. 3.</u> World of Silk Congress Publicity Director: Eleanor Lambert, MU. 8-2130. Metropolitan Museum Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	82ND ST. & 5TH AVE. COSTUME INSTITUTE
Friday Oct. 13 11:00 A.M.	RESORT, TRAVEL AND SPRING COLLECTION The press will be invited to a showing of the Resort, Travel and Spring collection by B.H. Wragge. By invitation. Contact: Molly Porter, WI.7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Saturday Oct. 14 2:30 P.M.	SHOWING OF CAREER GIRL FASHIONS Namm's will present a collection of fashions for career girls at work and at play. Members of Career Girl Fashion Board will serve as models. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700, Ext. 76.	NAMM'S	2ND FLOOR
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashions for Fall will be presented by the Sport and Travel Shop during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Sport and Travel Publicity, and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 16 4:00 P.M.	PRESS PREVIEW OF CRUISE COLLECTION Katja of Sweden will invite the press to preview her Cruise collection of popular-priced separates for sports and evening wear. Attendance by invitation only. Open house for the trade on <u>Tuesday, Oct. 17.</u> Publicity: Rasponi Associates, TE. 8-8171.	KATJA OF SWEDEN	1384 BROADWAY SHOWROOM-22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 16	OPENING OF RESORT AND SPRING LINE Presentation of the Resort and Spring Collection of dresses and play- clothes by Margaret Newman at continuous daily showings for the press and trade. Publicity: Ann Rabin, LA. 4-4277.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Monday Oct. 16- Oct. 20	PREVIEW OF COTTON PLAYCLOTHES White Stag will present a showing of Resort and Spring cotton playclothes in six different fabric ranges. Showings at 10:30 A.M. and 2:30 P.M., in the new showroom, during the week of Oct. 16. Contact: Lou Gale or Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	1407 BROADWAY SHOWROOM-34TH FLOOR
Oct. 16	NATIONAL POSTURE WEEK (Oct. 16-Oct. 21). Contact: MU. 3-9454.		
Tuesday Oct. 17 11:00 A.M. Luncheon	PRESS SHOWING OF HOLIDAY COLLECTION Presentation to the press of the Holiday collection, designed by Clifford for del Mar. (<u>Note Change of Date</u>). Show followed by luncheon. By invitation only. Trade showing at <u>4:00 P.M.</u> ; and <u>Wed., Oct. 18 at 11:00</u> <u>A.M.</u> ; and daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday Oct. 17 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Fabrics---What's Ahead" . . . <u>For Cotton?</u> W.J. Fullerton, Director, Fabric Development, Dan River Mills; <u>For Nylon-Orlon-Rayon?</u> Donald B. Tansill, Vice President, Burlington Mills; <u>For Silk?</u> R. Stewart Kilborne, Jr., President, William Skinner & Sons; <u>For Wool?</u> Martin C. Dubman, President, Miron Mills. Spring 1950 Fabrics Report by Keene Lamborn, Fashion Coordinator, Pacific Mills, and Chairman, Fabrics Division of Fashion Group Exhibit of Spring fabrics, selected by the Fabrics Commit- tee, and arranged by Tom Lee. Price (including tax and tip): \$4.25 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Oct. 17 1:00 P.M. Luncheon	MILLINERY COLLECTION AT LUNCHEON SHOW "Headlines"--Peg Fischer's hats for Autumn, Resort, Theatre and Winter will be presented during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publ.: Marion Morrison, MU. 8-3000.	PEG FISCHER	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 17 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Showing of Fall fashions by Trigere and furs by Maximilian at a benefit luncheon for N.Y.C. Mission Society. Admission \$5.00, with rummage; other- wise, \$7.50. Publ.: Adele Brown or Dorothy Wentworth King, GR. 5-6070.	BENEFIT N.Y. CITY MISSION SOCIETY	HOTEL AMBASSADOR GARDEN RESTAURANT
Tuesday Oct. 17 3:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Arnold & Fox will present a press preview of their Resort collection of afternoon, cocktail and evening dresses, designed by Miguel Dorian. Attendance by invitation only. Publicity: Pauline Greene, Lawrence Esmond Advertising Corp., MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 17 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA SPORTSWEAR FASHIONS First New York showing of M.R. Fleischman's casual California sportswear. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	M.R. FLEISCHMAN & CO.	STORK CLUB 3 EAST 53RD STREET
Tuesday Oct. 17 5:45 P.M.	PREVIEW: ANNA LICHT'S RESORT FASHIONS Jay Thorpe will present a press showing of Fall and Resort fashions, designed by Anna Licht. By invitation. Publ.: Elaine Kanners, JU. 6-1000.	JAY THORPE	MAIN FLOOR CASUAL SHOP
Wednesday Oct. 18 9:45 A.M. Breakfast	PREVIEW OF "FLAME" NEW HAIR COLOR "Fashions In Flame"--press showing of the new "Miss Clairol" hair color. Hairstyles--Ferrantelle at Bergdorf Goodman. Dresses--Ceil Chapman. Jewelry--Coro. By invitation only. Publ.: Jack Shor, OR. 5-0700.	CLAIROL, INC.	510 SIXTH AVENUE 4TH FLOOR
Wednesday Oct. 18 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1951 The third nationwide showing of diamonds will be presented at a luncheon for the fashion press. By invitation. Publ.: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday Oct. 18 12:45 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON SHOWING "Talk Of The Town"--a presentation of Fall fashions. Gowns--Betty-Lynn Modes, Inc. Shoes--Nancy Haggerty. Hats--Mme. Agnes, Inc. Furs--Sprei Freres, Inc. Hairstyles--Paschkes. Coordinator: Rosalyn Bader. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW AT A.W.V.S. LUNCHEON Fall and Winter fashions by Elizabeth Arden will be presented at the annual luncheon by the American Women's Volunteer Services (National). Publicity for Elizabeth Arden: Rasponi Associates, TE. 8-8171. Price: \$6.00; contact: A.W.V.S., 500 Park Avenue, PL. 3-4116.	ELIZABETH ARDEN; & A.W.V.S. (NATIONAL)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 18 1:00 P.M. Luncheon	FALL FUR FASHIONS AT LUNCHEON SHOW Presentation of Fall fur fashions by Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein- Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 18 4:00 P.M. Cocktails	PRESENTATION OF RESORT COLLECTION Philip Hulitar will invite the press to a cocktail party and presentation of his Resort collection of cocktail, dinner and evening gowns. By invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500.	PHILIP HULITAR	405 EAST 54TH STREET APARTMENT 14 L
Thursday Oct. 19 1:00 P.M. Luncheon	FASHIONS FOR FALL AT LUNCHEON SHOW Phillippa MacDonald will present a collection of gowns for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. MacDonald Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790	PHILLIPPA MacDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 19 12:15 P.M. Luncheon	"WORLD OF SILK" FASHION SHOW "The World of Silk" fashion show and luncheon, sponsored by the International Silk Association, for benefit of the United Nations International Children's Emergency Fund, will feature a presentation of silk fashions for Holiday and Resort wear by America's leading designers. Theatre-in-the-round fashion show staged by Lester Gaba. Tickets: \$25.00; contact: Miss Weatherby, MU. 8-1350. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION - U.S.A.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Oct. 19 4:00 P.M. Champagne	PRESS PREVIEW OF SPRING SHOES Champagne party and press preview by the Guild of Better Shoe Manufacturers, presenting Spring 1951 footwear. Guild members include: Beleganti; Fox Shoe Co.; Andrew Geller; Jerro Brothers; John Marino; I. Miller; Newton Elkin; Palter De Liso; Van Arden; M. Wolf & Sons; Zuckerman & Fox. Attendance by invitation only. Publicity: Doris Beechman, MU. 9-5200.	THE GUILD OF BETTER SHOE MANUFACTURERS	WALDORF-ASTORIA CRANE SUITE
Monday Oct. 23 12:45 P.M. Luncheon	GLOVE DISCUSSION: "LUNCHEON AT SARDI'S" The Third Annual Glove Week will have as its theme "Hand In Glove With Fashion". Attendance by invitation. Publicity: Hugh Benson or Henry Leeds, Blaine-Thompson Co., LO. 4-0800.	NATIONAL GLOVE GROUP	SARDI'S RESTAURANT 234 WEST 44TH STREET
Tuesday Oct. 24 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions for Fall. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Publicity: Marion Morrison, MU. 8-3000.	SADA SACKS, INC. (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 24 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF BIG AND LITTLE FURS A showing of big and little furs for daytime and evening wear "to please a lady", by the Master Furriers Guild. Attendance by invitation only. Publicity: Gould-Wade, Inc., MU. 8-8044.	MASTER FURRIERS GUILD	HOTEL PIERRE ROOF
Wednesday Oct. 25 12:45 P.M. Luncheon	"CHARM UNLIMITED" FUR FASHION SHOW House of Aronowicz will present Fall fur styles. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Aronowicz Contact: PL. 3-2698. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HOUSE OF ARONOWICZ (19 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 25 1:00 P.M. Luncheon	HORSE SHOW FASHIONS DURING LUNCHEON Presentation of "Gala Horse Show Fashions", designed by Gothé, and available at Jay Thorpe. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	GOTHE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 25 4:00 P.M.- 7:00 P.M.	PATENT LEATHER COLORS AND COMBINATIONS Preview of patent leather fashions for Resort and Spring in shoes and accessories. New colors and combinations, presented for the first time by the Patent Leather Bureau as interpreted by leading designers and manufacturers, and coordinated with the new fabrics in ready-to-wear. By invitation only. Publicity: Lucille Turner, IA. 4-1398.	PATENT LEATHER BUREAU	SHERRY NETHERLAND CHANTECLAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 26 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of Mimi Tuthill's collection of Fall dresses and gowns. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday Oct. 28 2:30 P.M.	SHOWING OF TEEN-AGE FASHIONS A presentation of teen-age fashions, featuring popular-priced school and date fashions. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700, Ext. 76.	NAMM'S	2ND FLOOR
Oct. 30	NATIONAL SHOE FAIR IN CHICAGO. Contact: George Gayou, Palmer House, Chicago.		
Tuesday Oct. 31 10:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Seymour Fox will present his Spring collection of coats and suits, including special designs created in collaboration with Paris couturiers. By invitation only. Daily trade showings, beginning <u>Tuesday, Nov. 7 at 10:00 A.M. and 2:00 P.M.</u> Publ.: Ann R. Silver Associates, MU. 7-8654.	FOX & CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday Oct. 31 12:45 P.M. Luncheon	HOLIDAY FASHIONS AT BENEFIT LUNCHEON A special luncheon showing, "Trends In Decor And Fashions", will include Holiday settings by twelve interior decorators with coordinated Holiday gowns, designed by Raoul-Jean Fouré. Price: \$3.25 (with rummage), for benefit of Virginia Day Nursery. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	INTERIOR DECORATORS; RAOUL-JEAN FOURÉ	HOTEL PIERRE BALLROOM
Tuesday Oct. 31 1:00 P.M. Luncheon	SHOWING OF FURS AT LUNCHEON SHOW Hollander's "Cycle of Color", a presentation of furs from the new collections. Furs by Bergdorf Goodman, Dein-Bacher of the Waldorf, Esther Dorothy, Gunther Jaeckel, Henri Bendel, Jay Thorpe, Maximilian, Revillon Freres, Saks Fifth Avenue, Stein and Blaine, B. Weinstein. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Hollander Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	A. HOLLANDER & SON	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 31- Nov. 3 2:30 P.M.; 8:45 P.M.	NINTH EDITION OF "FASHIONS OF THE TIMES" The New York Times will present its Ninth Annual Fashion Show, "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Ivan Veit, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET
Tuesday Oct. 31- Nov. 7	SIXTY-SECOND ANNUAL NATIONAL HORSE SHOW Eight evening and eight matinee performances of the 62nd National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices (including tax): Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Carol Berman, Elser and Cothran, MU. 7-5490.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of custom-order millinery for the Holiday season by Milgrim. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	MILGRIM	WALDORF ASTORIA SERT ROOM
Monday Nov. 6- Nov. 12 12:00 Noon- 11:00 P.M.	TWENTY-SEVENTH ANNUAL WOMEN'S EXPOSITION The Women's International Exposition covers women's interests from every angle, with a daily presentation of a "Fashion Extravaganza" on the stage. Admission: 50¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Monday Nov. 6 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1950-51 Metropolitan Opera, the 66th season with 20 weeks of performances. The first evening's presentation will be Verdi's DON CARLO with stage direction by Margaret Webster. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH ST.
Beginning Monday Nov. 6	SPRING OPENINGS OF FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. Guild members who will present their lines include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC.	INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNES CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.
Wednesday Nov. 8 1:00 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON SHOW Horwitz & Duberman will celebrate their twenty-fifth anniversary with a debutante fashion showing of Judy 'n Jill party clothes. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Horwitz & Duberman Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	HORWITZ & DUBERMAN	WALDORF-ASTORIA SERT ROOM
Tuesday Nov. 14 4:00 P.M. Tea	PREVIEW OF SPRING FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Spring fashions "For America's Juniors", at a preview for press and trade at the Park Lane Ballroom. Attendance by invitation only. Publicity for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Nov. 23	THANKSGIVING DAY (Thursday).		

BALLET...MOVIES...THEATRE

- Beginning Sunday Oct. 8 FAREWELL ENGAGEMENT: LES BALLETS DE PARIS, NATIONAL THEATRE, 208 W. 41ST
The Messrs. Shubert and Sol Hurok in cooperation with Arthur Lesser will present Roland Petit's Les Ballets de Paris in "Carmen" and three other ballets. The engagement will run for four weeks only. Tickets (tax included): \$1.00-\$6.00. Publicity: Walter Alford, CI. 5-7930.
- Tuesday Oct. 10 PREMIERE: "TRIO" (Movie) SUTTON THEATRE, 57TH ST. & 3RD AVENUE
Paramount Pictures will distribute the J. Arthur Rank Production, "Trio", a picture based on three short stories by Somerset Maugham: "Sanitorium"; "The Verger"; and "Mr. Knowall". "Trio" Producers: Sydney Box and Antony Darnborough. Publicity: Jerry Dale for J. Arthur Rank, PL. 9-1500; or Maria Van Slyke for Paramount Pictures, BR. 9-8700.
- Wednesday Oct. 11 OPENING: "LEGEND OF SARAH" FULTON THEATRE, 210 WEST 46TH STREET
Kermit Bloomgarden will present a comedy set in New England about a modern career girl who becomes involved with legends surrounding her forbears. Stars: Marsha Hunt, Ethel Griffies and Tom Helmore. Director: Benn W. Levy. Setting: Ralph Alswang. Costumes: Ben Edwards. Publicity: James Proctor, VA. 6-5084.
- Tuesday Oct. 12 OPENING: "CALL ME MADAM" IMPERIAL THEATRE, 249 WEST 45TH STREET
Ethel Merman will star in a new musical comedy by Howard Lindsay and Russel Crouse, about a famous Washington hostess who becomes ambassador. Producer: Leland Hayward. Director: George Abbott. Music and Lyrics: Irving Berlin. Choreography: Jerome Robbins. Musical Director: Jay Blackton. Settings and Costumes: Raoul Pene DuBois. Dresses for Ethel Merman: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.
- Thursday Oct. 12 PREMIERE: "A LIFE OF HER OWN" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
M-G-M will present a movie which traces the life of a small town girl who becomes a popular professional model in New York, and her struggle to keep from the pitfalls of success. Stars: Lana Turner and Ray Milland. Producer: Voldemar Vetluguin. Director: George Cukor. Wardrobe: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Thursday Oct. 13 PREMIERE: "ALL ABOUT EVE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox release of Darryl F. Zanuck's presentation, exposing the world of the theatre and the people who live in its environment. Stars: Bette Davis, Anne Baxter, George Sanders and Celeste Holm. Producer: Darryl F. Zanuck. Director: Joseph L. Mankiewicz. Wardrobe: Charles Le Maire. Costumes for Bette Davis: Edith Head. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday Oct. 18 OPENING: "BURNING BRIGHT" BROADHURST THEATRE, 235 WEST 44TH STREET
Richard Rodgers and Oscar Hammerstein, 2nd will present a new play by John Steinbeck based on his novel. Stars: Kent Smith, Barbara Bel Geddes, Howard daSilva with Brooks Martin. Director: Guthrie McClintic. Settings and Lighting: Jo Mielziner. Costumes: Aline Bernstein. Publicity: Mickael Mok, CI. 6-7889.
- Tuesday Oct. 24 OPENING: "THE CURIOUS SAVAGE" MARTIN BECK THEATRE, 302 WEST 45TH STREET
The Theatre Guild, in association with Russell Lewis and Howard Young, will present a comedy about a wealthy family by the name of Savage. Star: Lillian Gish. Director: Peter Glenville. Scenery and Lighting: Gordon Jenkins. Costumes: Anna Hill Johnstone. Publ.: Helen Hurley, GR.7-7905.